

**PX 582**

Message

From: [REDACTED]  
on behalf of [REDACTED]  
Sent: 12/27/2017 11:38:08 AM  
To: [REDACTED]  
CC: [REDACTED]

Subject: Re: Fortune Article: How to Buy Ripple

FYI this article has been updated and the tweet has been posted.

On Wed, Dec 27, 2017 at 9:57 AM, [REDACTED]@ripple.com> wrote:  
Thanks, [REDACTED]

On Wed, Dec 27, 2017 at 9:55 AM, [REDACTED]@ripple.com> wrote:  
One small edit in red

[REDACTED]  
Corporate Communications | Ripple  
[REDACTED]@ripple.com



On Wed, Dec 27, 2017 at 9:52 AM, [REDACTED]@ripple.com> wrote:  
Awesome - below is the draft tweet. Let us know your thoughts and we'll flag once updated.

Tweet:  
Have questions about how to buy \$XRP? @TheLedger has you covered.  
<http://fortune.com/2017/12/27/ripple-buy-how-to-cryptocurrency-bitcoin/>

On Wed, Dec 27, 2017 at 9:51 AM, [REDACTED]@ripple.com> wrote:  
Yes. Feel free to tweet it out once it's fixed.

Thanks!

[REDACTED]  
Head of Content | Ripple  
[REDACTED]@ripple.com | [ripple.com](http://ripple.com)



On Wed, Dec 27, 2017 at 9:48 AM, [REDACTED] wrote:

Thanks, [REDACTED] We'll ask for the market cap correction.

Once that is made, is it something we are able to tweet out?

On Wed, Dec 27, 2017 at 9:46 AM, [REDACTED]@ripple.com> wrote:  
Got it. Thanks. [REDACTED]

Given your input, I think correcting the market cap figure takes precedence over the headline.

[REDACTED]  
Head of Content | Ripple  
[REDACTED]@ripple.com | [ripple.com](https://ripple.com)



On Wed, Dec 27, 2017 at 9:42 AM [REDACTED] wrote:  
Hi [REDACTED]

It gets tricky to correct things like this given your listed as "Ripple" on Coinmarketcap, etc.

We will do our best to ask that they clarify/update. Stay tuned.

Thanks,  
[REDACTED]

On Wed, Dec 27, 2017 at 9:34 AM [REDACTED]@ripple.com> wrote:  
Hi [REDACTED]

I was just going to send an email about this. Can we ask them to change the headline to "This Your Guide to Buying XRP"?

[REDACTED]  
Head of Content | Ripple  
[REDACTED]@ripple.com | [ripple.com](https://ripple.com)



On Wed, Dec 27, 2017 at 9:33 AM, [REDACTED]@ripple.com> wrote:

Hi team,

Flagging an article that Fortune published today: [This Is Your Guide to Buying Ripple](#).

Given we receive a lot of inquiries on Twitter and through the press alias, thought it would be a good opportunity to tweet this article from the Ripple handle. We want to be mindful of the sensitivities of giving investment advice, but think this is a strong piece to share with followers.

Let us know if this is something we can post and we'll send a draft tweet for review.

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

